

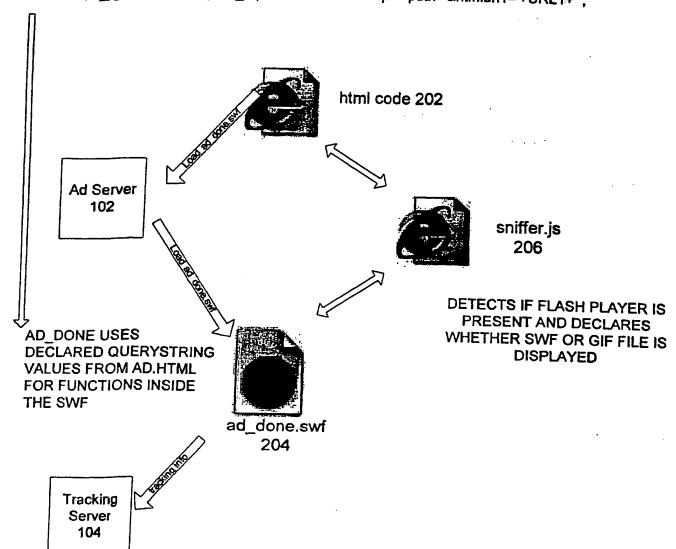
FIG. 2

HTML, JAVASCRIPT, AND FLASH INTERACTION

Query String Variable ar d_clared in HTML

var flashfile = 'http://produce.yahoo.com/lem/conduit/

ad_done.swf?targID=_top&adID='+track+'&ap='+path+'&htmlurl1='+URL1+'";



```
<script language=JavaScript>
                                                           FIG. 3
 var track="http://rd.yahoo.com/%space%":
 var path="http://img.yahoo.com/server/path":
                                                    HTML CODE 202
 var URL1 = "http://www.yahoo.com";
 var URL2 = "http://www.advertiser.com";
 var flashfile = 'http://produce.yahoo.com/lem/conduit/
  ad_done.swf?targID=_top&adID='+track+'&ap='+path+'&htmlurl1='+URL1+'&htmlurl2='+URL2+":
var altURL = "http://www.yahoo.com/altimageurl":
var altimg = "http://img.yahoo.com/server/path.gif":
var width = 468;
var height = 60;
</script>
<script language=JavaScript src=http://img.yahoo.com/server/sniffer.is>
</script>
<noscript>
<a href="http://www.yahoo.com/altimageurl" target= top><img
src="http://http://img.yahoo.com/server/path.gif" width=468 height=60 border=0></a>
</noscript>
```

Variable Descriptions

```
var track = Unique Tracking Identifier;
var path = The Server path for where the SWF files reside
var URL1 = This is states the First URL for the exit code (htmlurl1 in the ad_input.swf)
var URL2 = This is states the Second URL for the exit code (htmlurl2 in the ad_input.swf)
```

// You can add multiple var URL# for as many URLS are needed. As long as you state them in the Query string in the var flashfile.

var flashfile = The path of the Inital Flash file that went through the Merge Tool.

targID=_top Identifies if the url will open in a new window or in the parent window.
adID='+track+' Identifies tracking string.
ap='+path+' Identifies the path of the swf files on the server.
htmlurI1='+URL1+' Identifies URL1 in the query string
htmlurI2='+URL2+"; Identifies URL2 in the query string

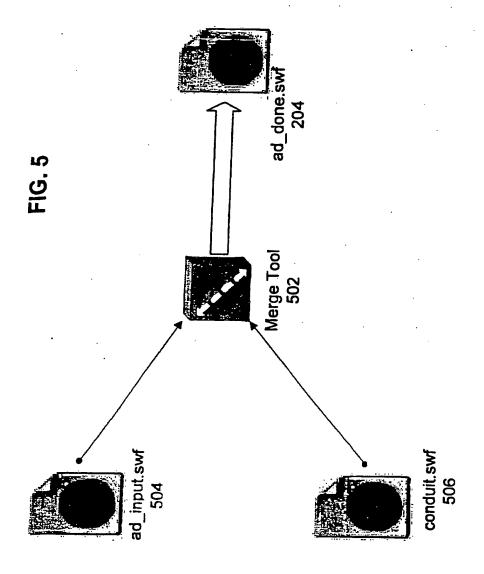
var altURL = Identifies the URL for the alternate image var altimg = Identifies the path for the alternate gif image var width = Identifies width of the ad unit var height = Identifies height of the ad unit

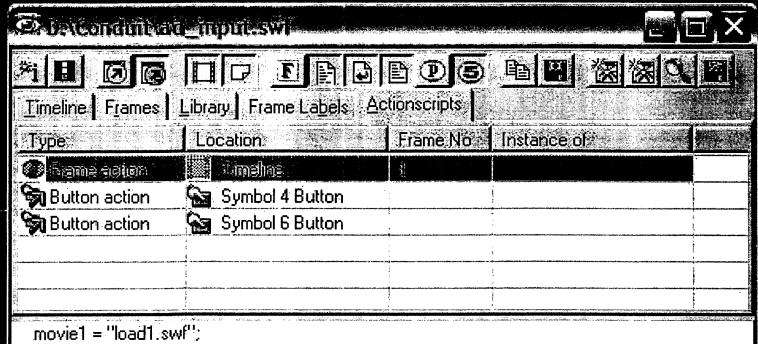
Fig4 sniffer is.txt

FIG. 4

```
var plugin = (navigator.mimeTypes && navigator.mimeTypes["application/x-shockwave-flash"])?
  navigator.mimeTypes["application/x-shockwave-flash"].enabledPlugin: 0:
  if ( plugin ) {
            plugin = parseInt(plugin.description.substring(plugin.description.indexOf(".")-1)) >= 3;
  else if (navigator.userAgent && navigator.userAgent.indexOf("MSIE")>=0 &&
  navigator.userAgent.indexOf("Windows")>=0) {
            document.write('<SCRIPT LANGUAGE=VBScript'> \n');
            document.write('on error resume next \n'):
            document.write('plugin = (
 IsObject(CreateObject("ShockwaveFlash.ShockwaveFlash.4")))\n);
           document.write('</SCRIPT'> \n');
 if (plugin) {
           document.write('<OBJECT classid="clsid:D27CDB6E-AE6D-11cf-96B8-444553540000");
           document.write('
 codebase="http://download.macromedia.com/pub/shockwave/cabs/flash/swflash.cab#version=4,0,0,0"");
          document.write(' ID=flash5clickTAG WIDTH='+width+' HEIGHT='+height+'>');
          document.write(' <PARAM NAME=movie VALUE=""+ flashfile +""><param name=wmode
value=opaque><PARAM NAME=loop VALUE=true><PARAM NAME=quality VALUE=high> );
          document.write(' <EMBED src="'+ flashfile +'" loop=true wmode=opaque quality=high ');
          document.write('swLiveConnect=FALSE WIDTH='+width+' HEIGHT='+height+");
          document.write(' TYPE="application/x-shockwave-flash"
PLUGINSPAGE="http://www.macromedia.com/shockwave/download/index.cgi?P1_Prod_Version=Sh
ockwaveFlash">');
          document.write(' </EMBED>');
          document.write(' </OBJECT>');
} else if (!(navigator.appName && navigator.appName.indexOf("Netscape")>=0 &&
navigator.appVersion.indexOf("2.")>=0)){
         document.write('<A HREF="'+ altURL +" target=""+target+""><IMG SRC=""+ altimg +""
WIDTH='+width+' HEIGHT='+height+' BORDER=0></A>');
```

}





```
movie2 = "load2.swf";
exit1 = htmlurl1;
exit2 = htmlurl2;
event1desc = "Users mouse enters the ad";
event2desc = "Rollover on the button called event2";
event3desc = "User interacts with the ad for 10 sec";
```

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| Frame action | Symbol 15999 Mov 24 | Y |

```
movie1 = "load1.swf";
movie2 = "load2.swf";
exit1 = htmlurl1;
exit2 = htmlurl2;
```

event1desc = "Users mouse enters the ad"; event2desc = "Rollover on the button called event2"; event3desc = "User interacts with the ad for 10 sec";

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